E-Mail

Sales		Retail	
1221	03	1222	
1222		1223	
1223	03,04	1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

G. N. KURUC, JR. #1240
Senior Chain Accounts Manager

Raritan Center
400 Raritan Center Parkway
Edison, NJ 08837
908-225-4774 Fax 908-417-9076

September 13, 1995

To: All Divisions With Hess Mart and Hess CO-OP Locations

Subject: **Hess Mart (0353-00-00)**
Hess CO-OP (0352-00-00)

Hess will be running a **DORAL Buy 3 packs get $1 Off** Promotion during
the month of October in all Hess Mart, and Hess CO-OP Locations.

Listed below are details:

Retail Sales Representative Responsibility

- Ensure that adequate stock levels of all DORAL Brand Styles are maintained.
- Ensure that Hess Promotional advertising is placed in all stores.

Hess Responsibility

- Distribute adequate product amounts of DORAL to all locations.
- Distribute promotion announcement to all locations.
- Price down DORAL, for special three pack price during Promotion Period.
- Provide proof of performance data after Promotion Period.

If you have any questions, please call me.

Regards,
Nick
G. N. Kuruc, Jr.
cc: M. A. Young
R. C. Farmer
R. L. Rissler
D. C. Turner
D. L. Deese

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Source: https://www.industrydocuments.ucsf.edu/docs/bmln0000

D. G. Cooper

Source: https://www.industrydocuments.ucsf.edu/docs/hmln0000

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